

City of Rochester Vision, Principles, and Priorities

Community Vision 2040

Rochester is a city that cares. Where all people are treated with dignity and respect. Where residents, employees, and visitors enjoy high quality of life. Where business and industry thrive, and where the land and environment are renewed and sustained for the benefit of all. It is a welcome and diverse community.

Renowned for its reputation as a center for growth and innovation, its robust economy, and programs and institutions that support life-long learning.

Characterized by its safe and friendly neighborhoods, diverse and affordable housing options for people of all ages and backgrounds, thriving downtown, vibrant public spaces, and easy access to parks and recreation amenities.

Committed to health and wellness for its people, and also of the air, water, and land they depend on for sustenance.

Connected both physically and socially, offering balanced transportation options, well-planned streets, sidewalks, trails, and neighborhoods - and hospitable cultural atmosphere.

Dedicated to the sustainable and responsible use of public resources and provision of quality public services, supporting livability and long-term fiscal health.

Organizational Vision

A vibrant, compassionate, innovative team.

Foundational Principles

- Compassion
- Environmental Stewardship
- Fiscal Responsibility & Sustainability
- Public Safety
- Social Equity

Strategic Priorities

Enhance quality of life

- Increase neighborhood connectivity.
- Increase affordable housing options.
- Maintain and increase neighborhood vitality and livability.
- Secure a funding stream for sustained parks and recreation improvements and community amenities.

Manage growth and development

- Balance downtown/DMC and community-wide development efforts.
- Incorporate P2S infrastructure planning into development decisions.
- Implement the recommendations of P2S, the Parks and Recreation Master Plan, and the Library Strategic Plan.

Foster a team oriented culture

- Use High Performance Organization practices to create operational efficiencies.
- Develop recruitment strategies to diversify and achieve a high-quality workforce.
- Create employee development plans.
- Use technology to share and communicate effectively.

Balance public infrastructure investment

- Improve transportation and related facilities.
- Develop an asset management plan and use life-cycle cost considerations during decision making.
- Develop a policy and practice of assessing new infrastructure investment based on current assets and maintenance costs.